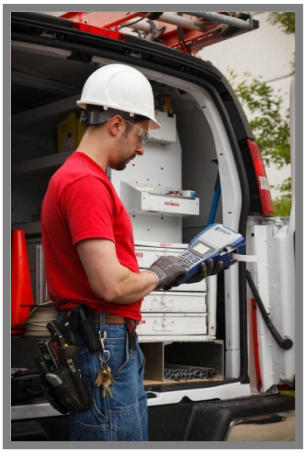
BRADY
WHEN PERFORMANCE MATTERS MOST™

NEW PRODUCT LAUNCH BRIEF

BMP®41 Label Printer

One and Done.



PRODUCT DESCRIPTION

The BMP®41 Label Printer is Brady's new mid-range portable label printer for on the job labeling in electrical, telecommunications, voice & data communications, and general industrial environments. It is a rugged, portable solution that gives you the versatility to create die-cut or continuous labels up to 1" (25.4mm) wide, anywhere, anytime! Whether you are faced with everyday jobs or one-off tasks, the BMP®41 is the one device for all of your labeling needs - from wire marking and general ID to applications such as patch panel, terminal block, and more. Get your labeling done easier and faster so you can get on with your day. You only need one printer to print everything you need!

PRODUCT FEATURES & BENEFITS

The BMP®41 printer is designed with countless features to make sure users get their labeling jobs done right, the first time. With built-in templates, smart-cell technology and the ability to print both continuous and die-cut labels, the BMP®41 printer is the solution for all industrial labeling needs. The BMP®41 does it all in **die cut and continuous materials**.

- **Built to be rugged in any environment**
  - Drop-tested printer with rubber bumpers provides optimal protection and security from falls and harsh conditions.
  - Ergonomic center-balanced printer with grab-and-go ridged grip for solid handling
  - Long life rechargeable battery, so you can always print when you need to
  - Prints up to 250 labels per day for medium volume printing

- **Designed to be Easy**
  - Large LCD back light display provides clear visibility
  - QWERTY keypad, graphics library, hot keys and access menu functions quickly
  - WYSIWYG (What you see is what you get) functionality means you can see what you are printing and you'll only need to print once
  - Magnet accessory for hands free printing

- **Engineered Long Lasting Material Quality**

© 2013 Brady Worldwide Inc. ALL RIGHTS RESERVED

- Prints durable true-sized 1” (25.4mm) wide identification to maximize amount of data
- Take pride in your work with die-cut materials that make your job look uniform and professional or with continuous materials to adjust your length
- Print all of your needs with up to 10 different industry specified materials that last

- **Advanced All-in-One Cartridge System**
  - Smart-cell detection when the cartridge is loaded means your label is automatically set up
  - Ribbon match for maintaining print permanence
  - Storage, transport, and use of multiple cartridges is easy
  - Just pop cartridges in for quick supply changes and it is easy to bring additional cartridges with you
  - Pull tab on cartridge allows for one handed removal when changing supplies

TARGET MARKETS & APPLICATIONS

	Target Market	Users	Applications
MAIN	Electrical	▪ Contractors ▪ Installers ▪ Maintenance Technicians ▪ Panel Shops	▪ Wire wrap ID ▪ Self-laminating wire & cable marking ▪ Terminal block marking ▪ Heat shrink sleeve wire harness ID ▪ Control and electrical panel labeling ▪ Wire flag labeling ▪ Fuse box labeling ▪ Component ID ▪ Rating plate labeling
	Voice & Datacomm	▪ IT/Network administrators ▪ AV technicians ▪ Installers	▪ Basic cable ID ▪ Cable and fiber optic flag labeling ▪ Patch panel labeling ▪ Faceplate labeling ▪ Workstation labeling ▪ Punch block labeling ▪ General equipment ID
Secondary	Product ID Work-in-Process Panel ID	▪ Design engineers ▪ Manufacturing engineers ▪ Manufacturing supervisors	▪ Bar code labeling ▪ Rating plate labeling ▪ Serial plate labeling ▪ Tamper resistant labeling
	Facility and safety identification including Lean labeling	▪ Facility managers ▪ Plant managers ▪ Lean and safety coordinators	▪ Indoor and outdoor facility labeling ▪ Graphic, instructional and warning labels ▪ Bin, storage and general industrial labeling ▪ Bar code labels for drawers and shelves

© 2013 Brady Worldwide Inc. ALL RIGHTS RESERVED

			▪ Visual equipment and lean labels, 5S labels ▪ Asset ID

PRODUCT LINE POSITIONING

The BMP41 is positioned between the BMP21 and the BMP51 Label Printers. It is a hand-held device that combines the portability of the BMP21 with the feature set of the BMP51. From a design perspective, the BMP41 has been built upon the BMP51 platform; these are the main differences between both printers:

- Capable of printing up to 1” (25.4mm) wide
- Reduced set of supplies (shared with BMP51/53, up to 1” (25.4mm) wide)
- Will not offer networking or wireless functionality
- There will be a new rechargeable battery pack
- At launch, compatible with LabelMark 5.11
- New Breakbox/Fuse box labeling feature Fall 2013, via firmware upgrade

Which printer to offer to a potential customer?

Selecting the best printer for a specific labeling requirement is driven by what the application is for the end-user and what type, size, color and quantity of labels they use. Portability or connectivity options may be other deciding elements.

Our portable printer selection guide helps customers with the selection of the right portable printer for their specific needs.

© 2013 Brady Worldwide Inc. ALL RIGHTS RESERVED

BMP21	BMP41	BMP51 / BMP53	BMP71
• Continuous only 0.75” width • An entry level portable label printer for on the job labeling in industrial environments. • Compact size and easy to carry printer, to be held and operated by one hand. • High quality, most commonly used with continuous materials up to 0.75” (19.1mm) wide. Over 50 stock parts.	• Continuous and die cut 1.0” width • A mid-range portable label printer for on the job labeling in industrial environments. • Cost effective labeling solution, one device for all labeling jobs. • Easy to use and easy to carry, with all the latest features for printing on the go (e.g. large display, fast print speed, label retaining cutter, USB connectivity) • A large variety of high quality continuous and die-cut materials up to 1” (25.4mm) wide. Over 100 stock parts	• Continuous and die cut 1.5” width • A powerful portable printer for on the job labeling in industrial environments. • Easy to use and easy to carry, with all the latest features for printing (e.g. large fisplay, fast print speed). • Connectivity and networking optional WiFi for wireless printing, built-in Bluetooth® technology and simple to use label design apps from your Android smart phone or tablet. • A large variety of high quality materials including lab materials. Over 200 stock parts.	• Continuous and die cut 2.0” width, bulk and custom. • The most versatile portable printer for on the job labeling in industrial environments. • Ease of use and optimal efficiency, helps you reduce material waste, save label making time, and print crisp labels more efficiently. • The largest variety of high quality continuous and die-cut materials in various types and sizes, and an option to have custom materials created. Up to 2” (50.8mm) wide. Over 400 stock parts

PRODUCT DETAILS

Printer configurations

The **standard BMP®41 product** is delivered in a cardboard box. The box contains:

- BMP41 printer
- Battery pack
- MC1-1000-595-WT-BK cartridge
- USB cable
- AC adapter
- Product CD
- Printer drivers CD
- Quick Start Guide

Next to the standard product, a number of **BMP41 kits** have been created. These kits are delivered with an easy to carry hard case and contain a selection of cartridges for specific market applications:

- Hardcase
- Electrical
- Voice & Data Communications

© 2013 Brady Worldwide Inc. ALL RIGHTS RESERVED

- Facility Identification

Please refer to price list for more detailed information

Accessories

Customers can get a heavy duty magnet accessory for their BMP41 printer (pictured right), allowing them to use it hands-free. In addition, the hard case as well as a battery quick charger can be ordered separately.

Please refer to price list for more detailed information

Materials

The BMP41 prints on a range of die-cut and continuous materials up to 1” (25.4mm) wide. The materials are delivered in the new eco-friendly cartridges that were introduced with the BMP51/53 printers a few months ago. This new design uses less plastic and has a lower profile and smaller footprint. A latch has been added to make removal of the cartridge from the printer even easier.

Similar to BMP51/53 consumables, BMP41 consumables are part of the M-Series range of cartridges. In fact, ***both printers share the same consumables!***

Please note, however, that not all BMP51/53 consumables will work in the BMP41 printer. BMP51/53 consumables larger than 1” (25.4mm) width as well as various BMP51/BMP53 consumables under 1” (25.4mm) will not function in the BMP41 printer (such as lab materials).

Please refer to the BMP51, BMP53 and BMP41 consumables compatibility document for more details

Software

The BMP41 printer is compatible with Brady’s LabelMark Software. Customers need to upgrade to LM version 5.11 (or higher) to have full compatibility. Codesoft is compatible with patch found on line.

Warranty

The BMP41 printer will be offered with a **2 year warranty**! We are convinced that this will allow us to be more competitive as customers evaluate their printer choices.

13 Brady Worldwide Inc. ALL RIGHTS RESERVED

The BMP41 printer will be positioned at a very attractive and competitive price point, between BMP21 and BMP51/53. The table below includes pricing for the printer, kits, and accessories:

Catalog Number	Product Number	Description	US List Price	UOM	Quantity	Discount Group
BMP41-KIT	133253	BMP41 LABEL MAKER STANDARD PACKAGE	$299.00	EACH	1	C
BMP41-KIT-HC	133252	BMP41 STANDARD PACKAGE WITH HARD CASE	$334.00	KIT	1	C
BMP41-BATT	133255	BMP41 BATTERY	$85.00	EACH	1	C
BMP41-MAGNET	134176	BMP41 MAGNETIC ACCESSORY	$25.00	EACH	1	C
BMP41-HC	133257	BMP41 HARD CASE	$50.00	EACH	1	C
BMP41-360	133259	BRADY360 REPLACEMENT PROGRAM BMP41	$99.75	EACH	1	C
BMP41-QC	133260	BMP41 EXTERNAL BATTERY QUICK CHARGER	$99.00	EACH	1	C
BMP41-AC	133256	BMP41 AC ADAPTER	$59.00	EACH	1	C
BMP41-USB	133258	BMP41 USB CABLE	$16.95	EACH	1	C
BMP41-KIT-VD	133673	BMP41 DATACOMM STARTER KIT	$464.00	KIT	1	C
BMP41-KIT-EL	133674	BMP41 ELECTRICAL STARTER KIT	$508.00	KIT	1	C
BMP41-KIT-GI	133675	BMP41 FACILITY ID STARTER KIT	$480.00	KIT	1	C

Please refer to price list for more detailed information on printer, consumables and accessories pricing.

LAUNCH ACTIONS

Launch support tools & activities

Next to this product launch brief, the following tools have been created to support you in selling this product to potential customers:

- BMP41 product brochure, including product details as well as a full list of supplies MS3324445
- BMP41 sell sheet to be used as a tool to introduce the product to interested prospects
- BMP41 introduction presentation
- BMP41 intro videos (General, Electrical, Datacomm)
- Portable printer selection guide
- BMP51/BMP53/BMP41 parts compatibility overview
- Xpert supplies to M series
- Price list
- Distribution tools including scrolling marquee, demo printer and webinars
- Tradeshow banners

The formal external launch will take place in September 2013. This will be done via:

- Press release
- Introduction of the product on our website (www.bradyID.com), as well as on a dedicated landing page (www.bradyID.com/bmp41).

We wish you a lot of success in selling this new printer!

© 2013 Brady Worldwide Inc. ALL RIGHTS RESERVED

DETAILED FEATURES & BENEFITS OVERVIEW

Feature	Benefit
Industrial, rugged thermal transfer printer	This printer is designed to be taken into industrial environments and survive a 4-foot (1.22m) drop.
Large, graphical display with back light	Easy to see exactly what the label is going to look like before it is printed out - this saves you time and money. Display can be easily viewed in low light and outdoor conditions.
On screen indicators for: • installed label part • label size and color • amount of supply remaining • remaining battery charge • current font size and rotation	Display communicates important status information.
Prints on over 120 label parts in 10 different materials - both continuous and die-cut labels 0.75” (19.1mm) and 1” (25.4mm) widths	We've got whatever label you need for all of your industrial labeling needs
Drop in, easy to load and unload, all-in-one supply cartridges	Labels and ribbons are loaded quickly and correctly each time in a one-step manner, change supply in seconds. Cartridge loading and removal can all be done from the top of the printer - no need to turn the printer over to change supplies.
Built-in smart cell in media cartridge	Printer automatically formats the objects on your label so that there is no guess work on your part.
Intuitive stand alone user interface	Full functionality without being connected to a PC.
Rechargeable nickel–metal hydride battery (abbreviated NiMH or Ni-MH) or AC power supply to power your printer.	Power is always available for BMP41; whatever is most convenient to you. Battery operation makes BMP41 go wherever you need it.
Durable hard case	Makes it easy to carry the printer and extra supplies anywhere you need it, while keeping everything safe.
300 DPI printhead	Clear, crisp labels with small fonts to fit on your smallest wires.
Easy to use, durable, self-cleaning cutter	All label materials can be cut; no need to carry around extra scissors to get your labels.
1.3” per second print speed	Reduce the amount of time wasted waiting for labels to print.
QWERTY style keypad layout	Reduce typing errors because keys are in a familiar format. Good spacing between keys and the size of the keys makes typing easy with fewer errors.
Specific label applications	The predefined templates and wizards save time and make it easy to give you the exact label you

© 2013 Brady Worldwide Inc. ALL RIGHTS RESERVED

	need.
Sleep mode when not in use	Conserves battery power when printer is not in use.
Ability to store, retrieve and delete label files - save 1,000's of labels!	No need to re-create commonly used labels. Make it once and recall it later for future use.
Built-in bar code symbologies (Code 39, Code 128)	Easily add objects to your labels to improve the quality and understanding of your labels.
Built-in time/date stamp	Create labels with the time or date with 1 touch of a button
Ability to serialize data to print on labels; include up to 2 sequences on your label and choose whether they should be linked.	Save time by reducing the number of steps needed to print serialized data - BMP41 automatically does it for you.
Create labels with multiple areas	Create labels that are more visually appealing and are able to more effectively communicate your message.
Built-in, wizard based applications for Electrical, Datacomm and Safety labels	Save time by reducing the number of steps needed to create and print complicated labels
Advanced Print function allows you to print multiple copies of your label file, select a print range, add separators between your labels and print mirror image.	Save time and money by printing exactly what you need.
Application driven features: wire wrapping, wire flagging, fuse box, patch panel ID, component ID etc	Fast creation of the label you need. Hassle free settings linked to the application
PC Connection through USB	Create your job on a PC & print the labels in one go, use data from a CAD system or Excel file
Firmware upgradeable	Always have the latest features available

© 2013 Brady Worldwide Inc. ALL RIGHTS RESERVED